

WRSU

630 on your dial

RICHARD S. SECLOW '51
Station Manager

BILL PAWSON '51
Program Director

CARL FRAHN '51
Business Director

ALAN NIELSEN '51
Technical Director

RADIO RUTGERS

Box 155, Rutgers University

New Brunswick, N. J.

N. B. 2-1052

Hello there:

Well, a month has rolled past and here we are again for better or worse.

Speaking of worse, nobody has put in a bid for those hillbilly records yet, and so we regret to announce that this stupendous offer is still open. On our classical "L P" quest we have had slightly better luck however. So far we have heard from the Haydn Society and Coliseum Record Companies both of Boston, and we have received a quantity of disks from both of these companies. In addition Coliseum has made us a wholesale distributor so that we are now able to offer \$5.78 "L P" records to our student body (and anyone else) for \$3.78 and on each record the station makes \$1.38 as the price that we pay the company is only \$2.00. It's really quite a deal, and we are trying to work it with some of the other companies. If we have any more luck we'll pass it on to you in the next letter.

The Rutgers basketball team this year is in a rut, or due to the lack of height one could say in a hole, but it just isn't winning any games. Despite the poor record all of our broadcasts (home and away) have had sponsors and WCTC in New Brunswick takes a direct feed from us for which they pay sustaining rates. So while the team is in the red, WRSU is in the black as far as remotes are concerned.

Until next month, Good Broadcasting.

Shelly Moreland
Sales Director
WRSU

630 on your dial

W R S U

RADIO BUTGERS

Box 185, Rutgers University

New Brunswick, N. J.

N. B. 2-1022

ROBERT E. SMITH, Jr.

Student Manager

WILL TAYLOR, Jr.

Program Manager

CARL KRAHN, Jr.

Student Manager

ALAN KIRKIN, Jr.

Student Manager

Hello there:

Well, a month has rolled past and here we are again for better or worse.

Speaking of worse, nobody has put in a bid for those ill-fated records yet, and so we regret to announce that this stuporous offer is still open. On our classical "I" program we have had slightly better luck however. So far we have heard from the High Society and Columbia Record Companies both of Boston, and we have received a quantity of disks from both of these companies. In addition Columbia has made us a wholesale distributor so that we are now able to offer \$2.75 "I" records to our student body (and anyone else) for \$2.75 and on each record the station makes \$1.75 as the price that we pay the company is only \$2.00. It's really quite a deal, and we are trying to work it with some of the other companies. If we have any more luck we'll pass it on to you in the next letter.

The Rutgers basketball team this year is in a rut, or due to the lack of height one could say in a hole, but it's just isn't winning any games. Despite the poor record all of our broadcast (home and away) have had sponsors and WCTU in New Brunswick takes a direct feed from us for which they pay sustaining rates. So while the team is in the red, WRSU is in the black as far as revenues are concerned.

Until next month, Good Broadcasting.

Shelly Horland
Sales Director
WRSU